

# AMD64 Platform Nomenclature Transition Guidelines

This document is designed to help AMD and AMD partners properly transition to the new AMD64 platform nomenclature in future communications to internal and external audiences. The following information addresses the correct treatment of AMD64 as it is used in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. These guidelines direct that AMD64 be used in text only. AMD partners must not create any special graphical treatment, stylized text, or logos for AMD64.

These guidelines are designed to address the specific needs associated with describing a new computing *platform* rather than an individual *product*. These guidelines provide examples of correct usage for AMD64, however, it is impossible to capture all potential usage scenarios. Therefore, good judgment is critical to interpreting the guidelines and tailoring usage to diverse and perhaps unforeseen usage.

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No logo or special font treatment may be applied to the name “AMD64” at this time.

## What is AMD64?

AMD64 is AMD’s 64-bit platform that extends x86 and defines a new class of computing. AMD’s enhancements to the venerable x86 architecture allow users of personal computer clients and servers to migrate seamlessly to the superior performance of 64-bit technology. To encourage AMD customers and partners to build a discourse focused on the needs of end users rather than technology, AMD has introduced AMD64, a term that encompasses the products, services, and benefits of this new and unique class of computing.

AMD64 is designed to fall directly within the evolutionary path of x86, allowing the technology industry to build a unified 64-bit computing infrastructure fully compatible with x86 architecture. AMD and its ecosystem of partners are committed to retaining compatibility while removing barriers to innovation. AMD64 is the proof point behind that commitment.

The AMD Opteron™ processor for servers and workstations will serve as the first milestone in establishing this new class of computing. It will be followed by the AMD Athlon™ 64 processor for desktop and mobile systems that will allow ubiquitous adoption of the AMD64 platform for the client.

This new term is intended for a broad audience and is designed for use by AMD and AMD’s industry partners. The table below provides a summary of usage for the term “AMD64” as it pertains to the components of AMD64, including the architecture, platform, processors, and solutions. The “New Usage” should be used as a first choice. However, the “Alternate” usage may be preferable when a greater degree of specificity is required or as sentence structure dictates.

## Trademark Attribution

The term “AMD64” does not require specific trademark attribution. However, when references are made to AMD64, the following standard trademark attribution should be placed toward the end of the document:

AMD is a trademark of Advanced Micro Devices, Inc.

## AMD64 Logo and Font Treatment

At this time AMD is not introducing a logo or special font treatment for AMD64. Acceptable usage is limited to including “AMD64” using the same font as surrounding text, written with the letters A, M, and D in all caps and no space between “AMD” and “64.” No logo or special font treatment may be applied to the name “AMD64” at this time.

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## AMD64 Platform Nomenclature Transition Summary Table

Category	Previous Usage	New Usage	Alternate Usage
<b>General Audiences</b>	Hammer x86-64 K8 AMD's 64-bit technology	AMD64 platform	AMD64 technology
<b>ISA</b>	x86-64 x86-64 ISA x86-64 Instruction Set Architecture	AMD64 ISA	AMD64 Instruction Set Architecture AMD64 architecture
<b>Platform</b>	Hammer x86-64 AMD-K8™	AMD64 platform	AMD64 environment AMD64 processors AMD64 applications AMD64 operating systems
<b>Processors</b>	AMD Athlon™ 64 AMD Opteron™	AMD Athlon™ 64 AMD Opteron™	AMD64 processors
<b>Solutions</b>	Hammer x86-64 AMD 64-bit technology	AMD64 solutions	AMD64 Web server AMD64 cluster AMD64 grid AMD64 clients

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## AMD64 Nomenclature Usage

1. AMD64 defines a new computing platform that is designed to be fully compatible with x86. AMD64 should be employed as the name of the platform, and it replaces terms that once served as a platform-name placeholder. Substituting “AMD64” or “AMD64 ISA” for “x86-64” should be done for all new publications and a transition to AMD64 should be implemented in all Web and softcopy content.

Right: “The AMD64 ISA”  
Right: “The AMD64 ISA extends x86”  
Right: “The AMD64 architecture”  
Wrong: “The AMD x86-64 architecture”  
Wrong: “AMD 64-bit architecture”  
Wrong: “x86-64”

2. To describe the AMD64 platform, there are a number of useful themes that help better define and distinguish AMD64. These descriptions are recommended for messaging, documentation, and Web content.

Right: “The AMD64 platform is a new class of computing”  
Right: “The AMD64 platform”  
Right: “The AMD64 platform removes barriers to innovation”  
Right: “AMD64 ISA is designed to be fully compatible with x86”  
Wrong: “AMD64 category”  
Wrong: “AMD64 portfolio”  
Wrong: “AMD-64”

3. AMD64 should not be employed in place of processor product names, but should instead complement and further define those products. Following are specific examples of AMD64 in a number of usage scenarios. When discussing specific AMD processors, do not use AMD64 in such a way that it violates processor trademark usage guidelines. As a rule, when a reference to a specific processor is most suitable, refer to the processor directly.

Right: “The AMD Opteron™ processor is the flagship of the AMD64 platform”  
Right: “The AMD Athlon™ 64 processor sets a new performance standard...”  
Right: “AMD64 processors”  
Wrong: “AMD64 Opteron”  
Wrong: “AMD64 Athlon 64”

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## AMD64 Nomenclature Usage, continued

4. In references intended to connote compatibility, it is important to distinguish AMD64, which is a 64-bit platform, from x86, which is a 32-bit platform. Operating systems and software that are 32-bit are “x86,” while 64-bit operating systems and applications supporting the AMD Athlon™ 64 and AMD Opteron™ processors are “AMD64.” In platform references, if an operating system or application is capable of installing as either 32-bit OR 64-bit, then vendors should indicate both “x86” and “AMD64.”

- Right:** “[Product Name] operating system for AMD64”
- Right:** “System requirements: An AMD64-compatible processor”
- Right:** “[Product Name] database supports the AMD64 and x86 platforms”
- Right:** “[Product Name] software supports AMD Athlon™ 64 and AMD Opteron™ processors”
- Right:** “The [Product Name] benchmark installer correctly installs for AMD64 or x86 platforms depending on your CPU type”
- Right:** “The [Product Name] utility is designed specifically for the AMD64 platform”
- Right:** “System requirements: AMD Opteron™ or AMD Athlon™ 64 processor”
- Wrong:** “The [Product Name] utility is designed for Hammer x86-64”
- Wrong:** “[Product Name] Linux for AMD-64”

5. In product feature lists describing the AMD Opteron™ and AMD Athlon™ 64 processors, please employ the feature bullet, “An AMD64 processor” to describe the relationship between the processor and the AMD64 platform. Outside of processor feature lists, employ a specific reference to the “AMD Athlon 64 processor” or the “AMD Opteron processor.”

- Right:** “An AMD64 processor”
- Right:** “• An AMD64 processor”
- Wrong:** “AMD Hammer processor”
- Wrong:** “AMD x86-64 technology”